



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	February 21, 2018
SUBJECT/REPORT NO:	Canadian Country Music Week 2019 (PED18058) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Carrie Brooks-Joiner (905) 546-2424 Ext. 4132
SUBMITTED BY:	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That staff be directed to secure the 2019 Canadian Country Music Week event and within a project budget of \$850,000;
- (b) That \$550,000 previously approved by Council to host the 2019 JUNO Awards be reallocated to support for the 2019 Canadian Country Music Week event;
- (c) That staff be directed to secure the balance of \$300,000 from other levels of government and the private sector to support the 2019 Canadian Country Music Week event and, that if staff is successful in raising in excess of the project budget, that any excess funds be used to reduce the municipal contribution;
- (d) That the Mayor and City Clerk be authorized and directed to execute the 2019 CCMA Contract, between the Canadian Country Music Association (CCMA) and the City of Hamilton, together with all necessary ancillary documents, with content acceptable to the Director of Tourism and Culture and in a form satisfactory to the City Solicitor.

EXECUTIVE SUMMARY

Hamilton is confirmed as the host city for Canadian Country Music Week 2018.

Hamilton is now being considered as the host city for the 2019 event as well.

Traditionally, this prestigious week-long event and awards show is hosted in a different city across Canada each year. Currently, the CCMA is considering a two-year host city commitment for ease of planning, to build audience depth, and to leverage sponsorship opportunities. The expression of interest correspondence from the CCMA is attached as Appendix "A" to Report PED18058.

This opportunity aligns with the stretch target "to attract five major events that generate a total combined economic impact of at least \$50M" in the Council approved Economic Development Action Plan 2016-2020.

The 2019 Canadian County Music Week is anticipated to require a budget of \$850,000. Staff is requesting that the previously, Council-approved funding at \$550,000 for the 2019 JUNO bid be reallocated to the 2019 Canadian County Music Week. The balance of funds is anticipated to come from the Province of Ontario, Hamilton Halton Brant Regional Tourism Association #3 and local corporate sponsorships.

Alternatives for Consideration –Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Funds previously allocated to the 2019 JUNO bid were identified as follows:

- \$250,000 Tax Stabilization Reserve (#110046);
- \$300,000 from the Economic Development Investment Fund (Reserve #112221); and,
- \$300,000 other level of government and private sector sponsorship.

Staffing: Temporary short-term staff will be contracted within the allocated budget, as required to work with staff, the volunteer Host Committee and the CCMA on the planning and delivery of the 2019 CCMA event in Hamilton.

Legal: A Host Contract/Agreement between the CCMA and the City of Hamilton will be signed and executed by the Mayor and Clerk's Division, Corporate Services Department.

HISTORICAL BACKGROUND

The City of Hamilton hosted the Canadian Country Music Week in 2011 and is the confirmed host city for 2018.

Canadian Country Music Week is one of Canada's annual hallmark music events. Country music continues to be one of the most popular musical genres in Canada, and over the course of Country Music Week each year there is a multitude of artist

showcases, industry information sessions, and three different awards ceremonies that honour our Canadian country talent and celebrate their achievements.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Securing this event for the City of Hamilton is in alignment with the Tourism Strategy, Music Strategy, Cultural Plan and Economic Development Action Plan.

RELEVANT CONSULTATION

President, Canadian Country Music Association

Minister's Office, Ministry of Tourism, Culture, and Sport

Chair, 2018 CCMA Host Committee

Executive Director, Regional Tourism Association #3

ANALYSIS AND RATIONALE FOR RECOMMENDATION

This direction is in alignment with Tourism Hamilton's efforts to secure multi-year meeting, convention, and event business.

Hosting of the Canadian Country Music Week in Hamilton aligns with the goals and objectives of the City of Hamilton Music Strategy. This also aligns with the Provincial mandate to support new digital and record production and distribution of Canadian music. This opportunity will increase partnership opportunities regionally and provincially supporting not only Hamilton's but Ontario's music industry in Canada and around the globe.

General benefits of hosting the Canadian Country Music Week include:

- Support of Canadian Culture;
- Increased exposure and development of the Greater Hamilton music industry and community;
- Creation of jobs in the music industry;
- Increase in tourism visitation;
- Opportunity to demonstrate the vibrancy of the City of Hamilton's Tourism and Creative Industries sectors;
- To be host community to the premier country music awards show in Canada; and,
- Enhance staff and community engagement and boost civic pride.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

The CCMA reports that Country Music Week has significant economic benefit for the host city and province. The 2016 event in London, Ontario supported \$8.4 million in economic activity in the province including \$6.3 million of economic activity in London. These expenditures supported \$2.5 million in wages and salaries in the province through the support of 44 jobs, of which 29 jobs and \$1.3 million in wages and salaries were in London.

Statistics from the 2017 event in Saskatoon are not yet available.

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Economic Prosperity and Growth

Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

APPENDICES AND SCHEDULES ATTACHED

Appendix “A” to Report PED18058 - Letter from CCMA, January 29, 2018

CBJ:ro